

PRESS RELEASE
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FOR IMMEDIATE RELEASE

Key Ingredient launches SignatureSnap – the premiere recipe transcribing service

One of the biggest challenges for recipe collectors is sorting, organizing and preserving paper recipes. In our digital world, there is no need to fear losing precious recipes to damage, spills, fire, or carelessness. [SignatureSnap™](#) from Key Ingredient has made the process of preserving those cherished, timeless recipes as easy as dropping them in a box.

Today, Key Ingredient users can use [RecipeSnap™](#) to take a photo of any paper recipe and have it automatically transcribed into their account. SignatureSnap is the “white glove” version of RecipeSnap and is aimed at the users who want a truly full-service recipe transcription service. SignatureSnap users get a pre-paid shipping box delivered to their home that they can fill with recipes. In just a few days’ time, the box is mailed back with their paper recipes intact with all of their recipes transcribed and preserved online at KeyIngredient.com.

“We now offer the only truly premiere concierge transcription service for recipe collectors,” said Harlan Beverly, CEO of Key Ingredient. “SignatureSnap gives recipe collectors piece of mind and helps them stay organized and clutter-free; simply mail all those boxes of recipes and recipe cards to us, and we’ll handle the rest.”

Dzintra Dzenis, Chef/Owner of Plate in Austin Texas and former contestant on Next Food Network Star said, “This is an incredible, easy to use service which allows recipe developers like myself to easily digitize all of the hand-written recipes I’ve created as well as preserve the treasured recipes passed down to me by family over the years.”

Pricing of SignatureSnap is as follows:

- \$79.99 for 50 recipes
- \$149.99 for up to 100 recipes
- \$249.99 for up to 200 recipes

Learn more about SignatureSnap: <http://www.keyingredient.com/blog/signaturesnap-full-service-recipe-transcription>

For the do-it-yourself type with a camera or scanner, [RecipeSnap](#) by Key Ingredient is also available for just \$0.99 per recipe. RecipeSnap lets you scan or take a picture of any recipe with your phone and have it digitally transcribed into your account on KeyIngredient.com. These recipes, like all Recipes on Key Ingredient, can be shared with friends or family, or made private.

People who register for a free Key Ingredient account during the months of March and April, will also get a free RecipeSnap to try it out: <http://keyingredient.com/recipesnap>

About Key Ingredient

On the web, on the go and in the kitchen, Key Ingredient is the ultimate recipe eco-system! Offering the only organic, shareable collection of over 1.7 million recipes, Key Ingredient's mission is to inspire the food lover in all of us and instill confidence by harnessing the power of technology. Based in Austin, Texas, Key Ingredient is a member of Groupe SEB, a world leader in small household equipment.